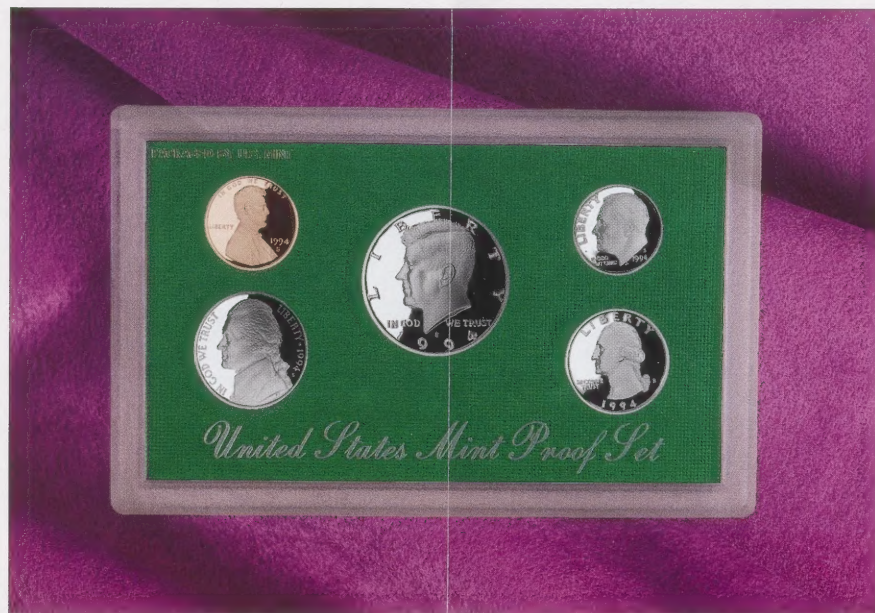


# In Honor of the 200th Anniversary of the Half Dollar



# The United States Mint Presents the New 1994 Proof Set.



*1994 is the DOUBLE Anniversary of the Half-Dollar Coin -- 200 years since its creation AND 30 years since the John F. Kennedy half dollar design was introduced. These are important milestones for the HALF DOLLAR. The 200 years represents tradition, the 30 years represents change -- two essential elements in creating coins.*



# Impeccable Craftsmanship for 200 Years



Our half dollar has an exciting heritage culminating in its present form, the Kennedy Half Dollar.

More than two centuries ago, the Act that established the Mint also authorized the first half dollar coin in the United States coinage (April 1792). However, the first half dollar coin, designed by Robert Scot, was not actually produced until December 1794.

The obverse of the coin features a "flowing hair" Liberty design. This is the same design used on half-dimes and dollars of that period. The coin's denomination, "FIFTY CENT OR HALF A DOLLAR" was incused into the edge of the coin. The reverse design depicts an eagle. These same designs were used on 1794 and 1795 half dollars.

Following the tragedy of President John F. Kennedy's assassination, legislation was enacted to honor the

fallen president with a coin. The quarter, half dollar and dollar were considered. After consultation with the President's widow, the half dollar was selected.

The JFK profile chosen for the obverse, was designed by Mint engraver Gilroy Roberts. The President's seal selected for the reverse, was designed by Assistant Chief Engraver Frank Gasparro.

This year's Bicentennial of the Half Dollar is also the 30th Anniversary of the Kennedy Half Dollar. This beautiful coin, born of the Nation's mourning for a lost hero, now serves as an enduring memorial to one of the United States' most beloved Presidents. This coin takes its place with the other heroic faces in the Proof Set -- a gallery of great Americans.





# 200 Years and Still Going Strong! This Magnificent Proof Set is the Centerpiece of Many Coin Collections.



Originally struck to test the dies, "specimen" or proof coins were used as gifts to visiting royalty and other dignitaries and were produced in very limited quantity. In the nineteenth century (1858), U.S. proof coins were first offered for sale to the public and became very much in demand because of their unique appearance. Specially prepared blanks and dies are used for proof coins and each coin is struck at least twice to highlight every detail of the design. The overall effect is to produce coins of unmatched quality and beauty.

This fascination with proof coins continues and they remain a solid foundation for many collections.



United States Mint 1994 Proof Sets are produced at the San Francisco Mint and can be identified by the "S" mint mark. Great care is taken from the start to finish in their production to ensure that each coin is of the highest quality. Only gloved hands ever touch proof coins. A Certificate of Authenticity is included with each Proof Set.

Note our new green packaging, ushering in a new era!

United States Mint Proof Sets are perfect gifts for every occasion and for all ages.

Coins shown are not actual size.



## HOW TO ORDER

To order your 1994 United States Mint Proof Set, simply complete the accompanying order form. Please don't forget to include both the order form and your remittance in the return envelope.

If you have a question about your order, please don't hesitate to write or call us at:

**Customer Service Center  
UNITED STATES MINT  
10001 Aerospace Road  
Lanham, MD 20706  
(301) 436-7400**

We're available Monday through Friday from 9 AM to 5 PM, Eastern Time. Other Mint offices serve primarily as production facilities and are not equipped to handle your inquiries as effectively as our Customer Service Center. So please be sure to use the address and phone number listed above.

United States Mint numismatic programs are self-supporting.

Designed and printed in the U.S.A.





Department of the Treasury  
United States Mint  
Washington, D.C. 20220

A Message From the  
United States Mint

Dear Mint Customer,

We expect 1994 to be a great year for coin collectors, particularly United States Mint customers. And to ensure that it is, we've taken the first steps to dramatically improve Customer Service to those who order coins from the Mint.

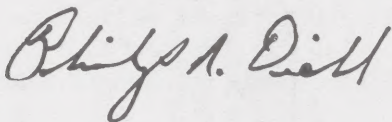
In the past, the Mint did not permit cancellations of orders that we had already accepted. **However, a new policy has been instituted whereby we will accept cancellations anytime before shipment.** This policy is not reflected in the order forms for the 1994 Proof Coin Sets as we had already made a commitment for them to be printed. **Not only does this new policy apply to the 1994 Proof Coin Set Program but to all 1994 numismatic programs to follow.**

In 1994, we'll be conducting customer surveys to better understand what you think of our products and services. We'll also be tracking and analyzing customer comments in a much more disciplined way in order to more quickly find and fix problems with our products and services. And these won't be the last of the changes we'll be unveiling in 1994 to demonstrate our commitment to **listening and responding** to our customers.

The 1994 Proof Coin Set is memorable because this year we celebrate a double anniversary of the Half Dollar Coin. In 1794, the first half dollar was minted in Philadelphia and we're celebrating the two hundredth anniversary of that coin. In 1964, one hundred and seventy years later, the Mint introduced the Kennedy Half Dollar as a tribute to President John F. Kennedy, only months after his death. In 1994, we will celebrate the thirtieth anniversary of the Kennedy Half Dollar, a coin that has an honored place among the heroic faces in the 1994 United States Mint Proof Coin Set.

Notice the striking new color of our packaging. It's ushering in a new era, an extension and enhancement of the high quality we know you expect from all Mint products.

Sincerely,

A handwritten signature in dark ink, reading "Philip N. Diehl". The signature is fluid and cursive, with the first name "Philip" being the most prominent part.

Philip N. Diehl  
Executive Deputy Director  
United States Mint

P.S. Let me suggest you order several extra sets of proof coins for graduations, weddings, and birthdays for the year ahead.



# In Honor of the 200th Anniversary of the Half Dollar



Coins shown are not actual size.



Your Friend Can Also Enjoy  
the New 1994 Proof Set.



PHILADELPHIA PA 19101-5679

